MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

TIS2251 – MANAGEMENT INFORMATION SYSTEMS

(All sections / Groups)

7 MARCH 2020
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 4 pages with **FIVE** questions only.
2. Answer **ALL** questions.
3. All questions carry equal marks and the distribution of the marks for each question is given.
4. Please write all your answers clearly and neatly in the **Answer Booklet** provided.

QUESTION 1

(a) If you are venturing into gig economy in the area of ride sharing, generate TWO objectives that you would want to achieve and describe how technology could help in achieving these objectives.

[4 marks]

(b) Senior management in your company invested heavily in the enterprise system to enhance the connection among the four core business functions. What other complementary assets should the senior management invest too?

[3 marks]

(c) Describe the business value chain of any entertainment industry.

[3 marks]

QUESTION 2

(a) Identify the levels of hierarchy of the following positions and describe the information system used by each of them.

(i) Knowledge engineer
(ii) Chief Technology Officer
(iii) Data entry clerk

[3 marks]

(b) Your company is looking into the possibility of executing green computing to all business functions. Explore various green computing initiatives using a fishbone diagram.

[3 marks]

Continued...

(c) You are tasked to draft the Total Cost Ownership (TCO) for purchasing 10 drones for physical surveillance. Complete Table 1. Based on the TCO computed, suggest a way to reduce TCO to achieve cost efficiency.

Table 1: Total Cost Ownership for Purchasing Drones

Total Cost Ownership			
Item	**Quantity**	**Unit Price (RM)**	**Total Amount (RM)**
Drones			
Indirect costs: (i) (ii)			
		TOTAL (RM)	

[4 marks]

QUESTION 3

(a) You work in Sales and Accounting business function. Illustrate the physical view of TWO relevant databases. [*Hint: List at least FOUR attributes*]

[3 marks]

(b) In a data quality audit, what types of problems could be found?

[3 marks]

(c) Wireless technology has significant impact in the healthcare industry. Describe possible ways how doctors, nurses, patients and pharmacists apply wireless technology in their daily routine.

[4 marks]

Continued...

QUESTION 4

(a) What is the purpose of implementing Radio Frequency Identification (RFID) in supply chain management and how does this work?

[3 marks]

(b) Based on Table 2, identify the related exposures of an online order processing system. Estimate the probability of occurrences, average loss and compute the expected annual loss. Illustrate the expected annual loss in a bar chart in descending order. For the highest expected annual loss exposure, suggest solution to mitigate the risk.

Table 2: Exposures of Online Order Processing System

Exposures	Probability of Occurrence (%)	Average Loss (RM)	Expected Annual Loss (RM)

[5 marks]

(c) Illustrate the upstream portion of the following supply chain. Business A has three contract suppliers: B, C and D. Supplier B obtains materials from two different suppliers: E and F; Supplier C obtains from supplier G and H; Supplier D procures materials from H and I, where H's source is from supplier Z.

[2 marks]

QUESTION 5

(a) Describe THREE applications of the Customer Relationship Management system.

[3 marks]

(b) Compare e-tailer and service provider e-commerce business models. For each of these business models, provide an example of a relevant website.

[4 marks]

(c) Propose features that could be included to enhance existing e-commerce websites to be more user-centric.

[3 marks]

End of Paper.